

Washington County

Job Description



Title:	HCP Outreach Coordinator	Code:	
Division:	Operations	Effective Date:	07/08
Department:	Habitat Conservation	Last Revised:	06/11

GENERAL PURPOSE

Performs a variety of **professional duties** relating to the planning, coordinating and implementing of public education programs to elevate the awareness of the mission, purpose and operation of the Desert Reserve.

SUPERVISION RECEIVED

Works under the broad policy guidance and direction of the HCP Director.

SUPERVISION EXERCISED

Provides general supervision to intern(s) and volunteer(s).

ESSENTIAL FUNCTIONS

Outreach

Acts as a liaison to the general public and entities within the county; assists in review and processing of inquiries, disseminates program information, conducts public meetings to apprise, inform and educate; educates local leaders regarding HCP and PUP guidelines and requirements.

Interacts with various user groups, community groups, schools, recreation groups, HOA's, etc. Conducts public relations campaigns; promotes use of various media, including, radio, TV, newspaper and bill-board advertisements, to enhance community ownership of the reserve.

Coordinates with HCP staff, county agencies, city, state and federal officials; establishes ongoing working relationships with local municipalities, BLM, Utah Department of Natural Resources, Utah Division of Wildlife Resources, Utah Division of Parks and Recreation; US Fish & Wildlife Service and Utah School and Institutional Trust Lands; assists in the coordination of land exchanges; as a subject matter expert, interfaces with local, state and national congressional delegations and senior state officials.

Education and Training

Reviews, analyzes, and interprets Public Use Plan for the reserve; addresses PUP content and interpretations in public education information efforts.

Provides training and education to contractors, law enforcement agencies, emergency response organizations, utility workers, city staff, volunteers and others as required.

Assists in the development of recreation management policies, rules, restrictions and improvements for the reserve.

Participates in annual national symposiums and local training sessions to enhance understanding of wildlife, habitat, and bio-diversity.

Participates in cross-training activities such as clearances and translocations.

Annual Workplan and Budget

Provides input and recommendations on updating and revising the HCP Strategic Plan to identify short term and long term outreach objectives. Prepares education/outreach portion of the annual work plan identifying short term and long term outreach objectives; identifies requirements for resources and recommends the level of financial support required; prepares periodic reports identifying results of outreach efforts; monitors expenditures of outreach and education portion of the budget.

Interacts with Habitat Conservation Advisory Committee (HCAC) and Technical Committee (TC); appraises the board and committee of outreach efforts and promotional strategies.

Consults with professional marketing experts to develop marketing and advertising strategies related to brand identification, media coordination and video production.

Supervisory

Oversees and supervises interns and volunteer staff when required; monitors quality of work and participates in performance review and evaluation processes.

Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:

- A. Graduation from college with an associate's degree in public relations, marketing, business administration or a related field;
- AND
- B. Three (3) years of progressively responsible experience performing above or related duties;
- OR
- C. An equivalent combination of education and experience.

2. Required Knowledge, Skills, and Abilities:

Considerable knowledge of environmental issues associated with the operation of an HCP; wildlife and recreation management practices and procedures; understanding of wildlife and endangered species issues; legal environment associated with wildlife and endangered species issues; endangered species act, endangered species mitigation and negotiation, federal agency policies impacting HCP operations; land exchange procedures and organization and structure of county and local government;

Some knowledge of basic accounting and bookkeeping procedures and practices, business management, financial planning.

Skill in the delivery of marketing presentations, conducting multi-media marketing promotions, excellent facilitation skills; cooperative problem solving and conflict resolution; applied experience dealing with people of diverse backgrounds and views; operation of personal computer and various software applications including spread sheets, data base management and desk top publications.

Ability to critically review and analyze environmental impact studies and statements; maintain filing and record keeping system; work with the public and develop effective working relationships; communicate effectively, verbally and in writing; effectively conduct public meetings; perform detailed analysis using statistics, etc.

3. Special Qualifications:

None.

4. Work Environment:

Incumbent of the position performs generally in a typical office setting with appropriate climate controls. May often be outdoors and in various uncontrolled settings. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching, talking, hearing and seeing. Hiking over uneven terrain and on remote trails on occasion. Frequent local travel in the normal course of job performance. Mental application utilizes memory for details, emotional stability, discriminating thinking and creative problem solving. May be required to work evenings and weekends to meet public needs.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.